

What is claimed is:

1. A service system comprising:

5 a storage device storing pieces of area information and service programs, each piece of area information corresponding to each service program;

a communication device receiving position information of a mobile station and service selection information;

10 a selection device retrieving from the storage device a service program specified by the service selection information and area information corresponding to the specified service program;

15 an area decision device making a decision of whether or not a position represented by the position information of the mobile station is included in an area represented by the retrieved area information; and

an execution device executing the retrieved service program to provide a service to the mobile station when the position is included in the area.

20 2. The service system according to claim 1, wherein, when the position is not included in the area, the execution device notifies the mobile station that the mobile station is outside a service area.

25 3. The service system according to claim 1, further comprising

a user decision device, and wherein the storage device stores pieces of user information each of which corresponds to a service program, the communication device receives user identification information, the selection device retrieves user information corresponding to the specified service program, the user decision device makes a decision of whether or not a user represented by the identification information corresponds to the retrieved user information, and the execution device executes the retrieved service program when the user corresponds to the retrieved user information.

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4. The service system according to claim 1, wherein the communication device receives one of position information sent from the mobile station and position information of a base station which have established communication with the mobile station, as the position information of the mobile station.

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5. A service system comprising:

a storage device storing area information and a service program, the area information corresponding to the service program;

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a communication device receiving position information of a mobile station;

a decision device for making a decision of whether or not a position represented by the position information of the mobile station is included in an area represented by the area information;

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and

an execution device executing the service program corresponding to the area information to provide a service to the mobile station when the position is included in the area.

5 6. A mobile station comprising:

a communication device transmitting service selection information to a service system which stores pieces of area information and service programs, each piece of area information corresponding to each service program; and

10 a device receiving a service from the service system when the service system receives service selection information and position information of the mobile station, retrieves a service program specified by the service selection information and area information corresponding to the specified service program, makes
15 a decision of whether or not a position represented by the position information of the mobile station is included in an area represented by the retrieved area information, and executes the retrieved service program based on a result indicating that the position is included in the area.

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7. A computer-readable recording medium recorded with a program for enabling a computer to perform:

retrieving a specified service program and area information which is stored corresponding to the specified service program;

25 deciding whether or not a position of a mobile station is

included in an area represented by the retrieved area information;
and

executing the retrieved service program to provide a service
to the mobile station when the position is included in the area.

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8. A service method comprising:

storing pieces of area information and services, each piece
of area information corresponding to each service;

10 deciding whether or not a position of a mobile station is
included in an area represented by area information corresponding
to a service selected by the mobile station; and

providing the selected service to the mobile station when
the position is included in the area.

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9. A service system comprising:

storage means for storing pieces of area information and
service programs, each piece of area information corresponding to
each service program;

20 communication means for receiving position information of
a mobile station and service selection information;

selection means for retrieving from the storage device a
service program specified by the service selection information and
area information corresponding to the specified service program;

25 area decision means for making a decision of whether or not
a position represented by the position information of the mobile

station is included in an area represented by the retrieved area information; and

5 execution means for executing the retrieved service program to provide a service to the mobile station when the position is included in the area.

10. A propagation signal for propagating a program to a computer, the program enabling the computer to perform:

10 retrieving a specified service program and area information which is stored corresponding to the specified service program;
 deciding whether or not a position of a mobile station is included in an area represented by the retrieved area information;
 and
 executing the retrieved service program to provide a service
 15 to the mobile station when the position is included in the area.